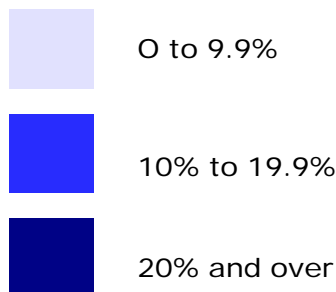
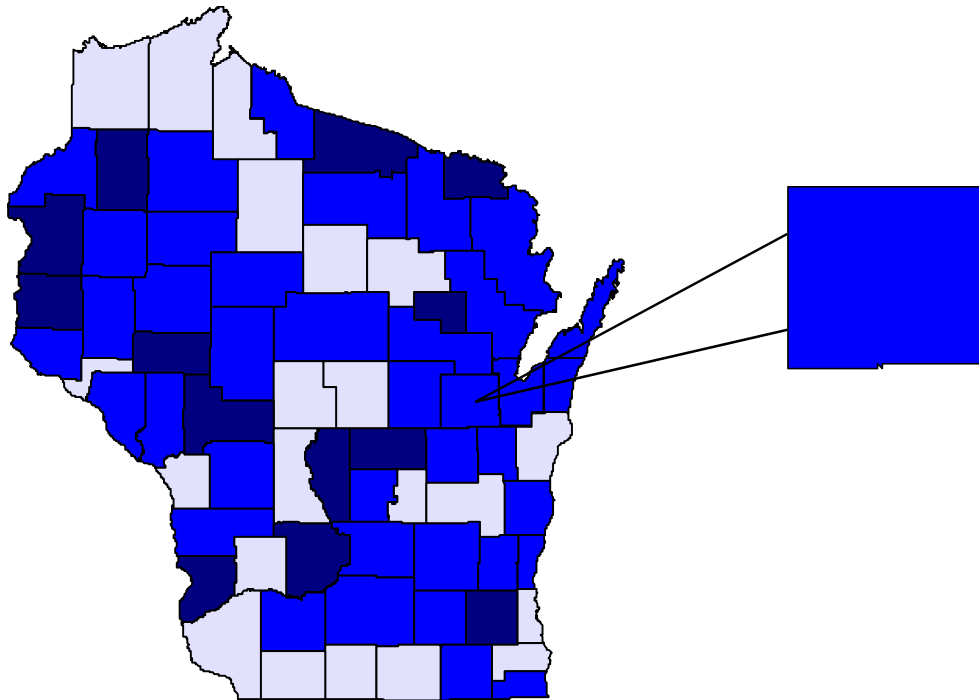


Outagamie County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Outagamie County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

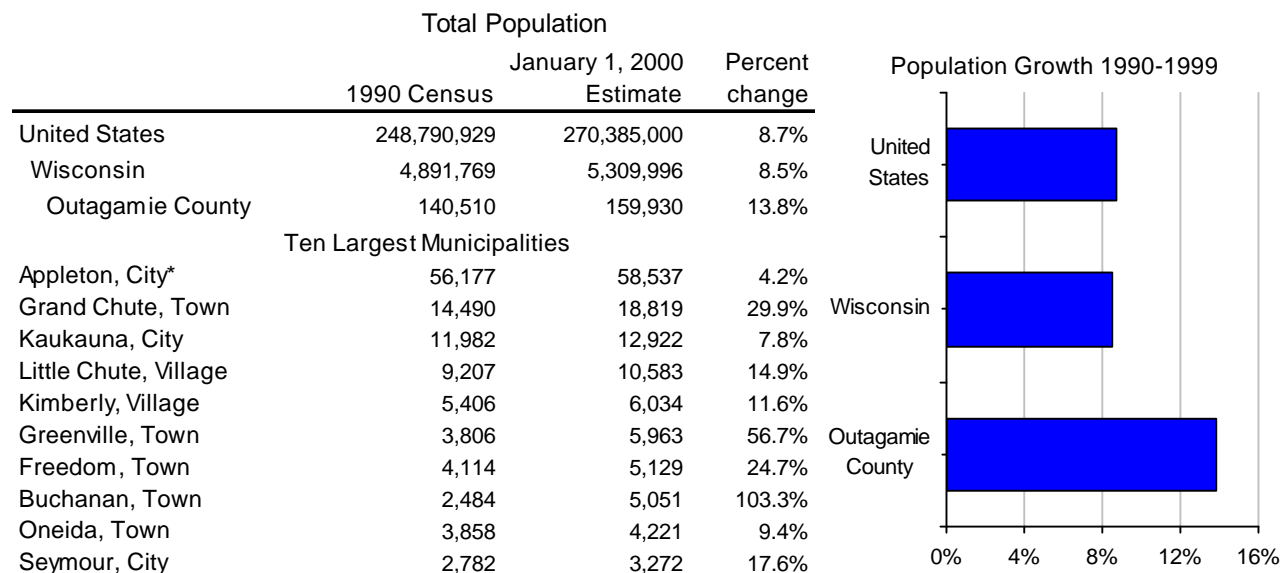
For more detailed information or clarification, please contact your local labor market analyst,
Dan Curtin, by telephone (920-232-6270) or email (curtid@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Outagamie County Population and Civilian Labor Force

Outagamie County's population has increased an estimated 13.8 percent between the 1990 census data and the 2000 estimates. Outagamie County has grown faster than both Wisconsin and the United States. The growth in Outagamie County began accelerating during the late 1980s. More people moved into the county than out of it. This pattern reflects a positive net migration directly related to the quality of life and availability of jobs, industrial growth, and good housing available in the area.

Outagamie County's population also increased by having more births than deaths. This component of population change is called natural gain. There is a tremendous amount of interaction between the Outagamie, Winnebago, Waupaca, Brown, and Calumet County areas, especially in shopping, commuting to work, and recreational activities.



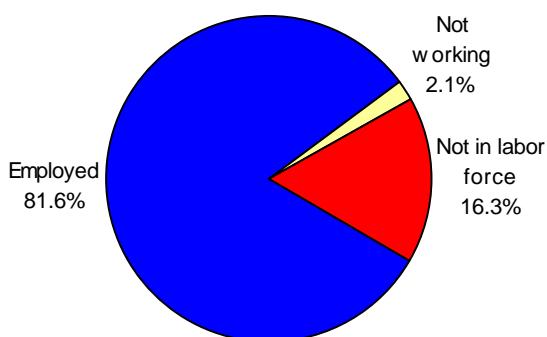
* Outagamie County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed. People who choose not to work, or have become discouraged and stopped looking for work, are not included..)

While Outagamie County's population has increased 13.8 percent since 1990, the labor force has increased 6.9 percent. The difference between the labor force growth and the total population growth indicates a change in the composition of the population. A larger portion of the resident population is 16 and older. Consequently, a larger portion of the population is already available as part of the labor force.

1999 Labor Force Participation



The term used to describe the relationship between the labor force and population is the participation rate. Outagamie County has a somewhat larger participation rate than does the State of Wisconsin, or the United States. Outagamie's labor force participation rate is 83.7 percent. This is among the highest in Wisconsin. The United State's participation rate is 67.1 percent, while the state's rate is 72.3 percent.

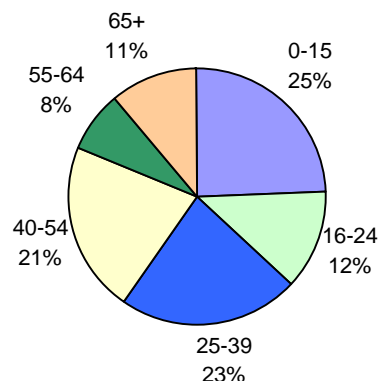
Participation rates are often partly the result of the economic conditions of an area and partly the result of the demographic conditions of an area.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The 48.1 percent increase in labor force aged population between the ages of 40 and 54 is the result of the aging of baby-boomers. Of major significance to employers has been the slow growth in the number of younger workers. Slow growth in the number of 16 to 24 year olds and an increase in the number of businesses which traditionally hire large numbers of young workers has contributed to the current labor shortage. This tight market for young workers will continue well into the next century.

Outagamie County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	36,182	39,055	7.9%
16-24	17,780	19,874	11.8%
25-39	37,078	36,351	-2.0%
40-54	23,135	34,269	48.1%
55-64	10,687	12,588	17.8%
65+	15,648	17,793	13.7%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

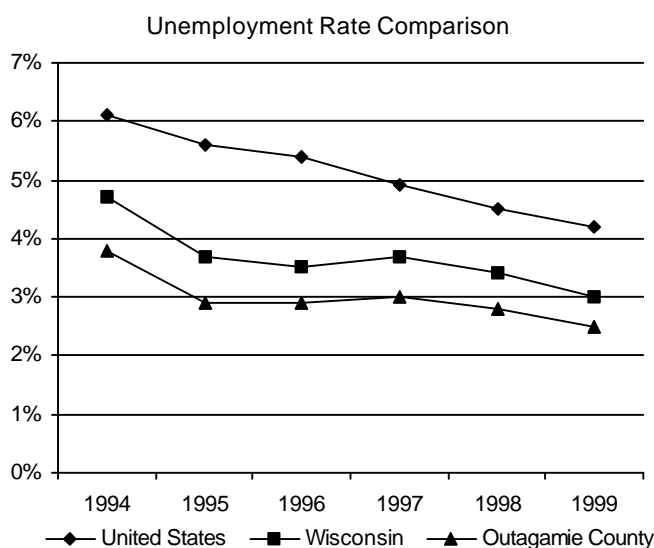
Outagamie County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	93,300	96,200	100,000	100,800	101,500	99,800
Employed	89,700	93,400	97,100	97,800	98,700	97,300
Unemployed	3,560	2,830	2,850	3,070	2,800	2,490
Unemployment Rate	3.8%	2.9%	2.9%	3.0%	2.8%	2.5%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

In the past five years, the number of workers employed in Outagamie County (place of work) has increased from 85,599 to 95,405, an increase of 9,806. During that same period, the number of workers in the county (place of residence) rose from 89,700 to 97,300, an increase of 7,600. This seeming anomaly is brought about because the place of work data includes only nonfarm wage and salary jobs worked in the county.

Many of the workers in Outagamie County hold multiple jobs. The place of residence data counts all county residents who work. The tremendous job growth in Outagamie County has resulted in rates of unemployment lower than those of the state and the nation.



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

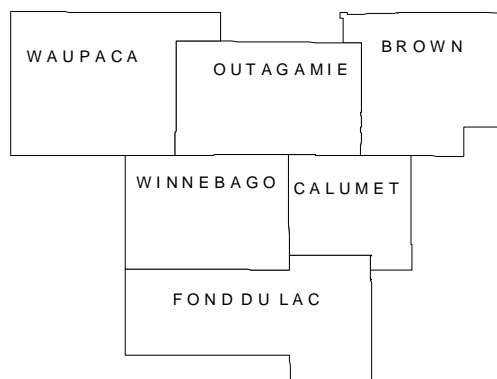
Outagamie County Commuting Patterns

	Commute Into	Commute From	Net Commute
Winnebago County	11,413	8,942	-2,471
Brown County	2,989	1,171	-1,818
Waupaca County	1,052	2,711	1,659
Calumet County	817	4,691	3,874
Elsewhere	1,120	1,229	109
Total	17,391	18,744	1,353

Work in Outagamie Co

52,744

Source: WIDWD, BWI. Wisconsin's Commuting Patterns, 1994.

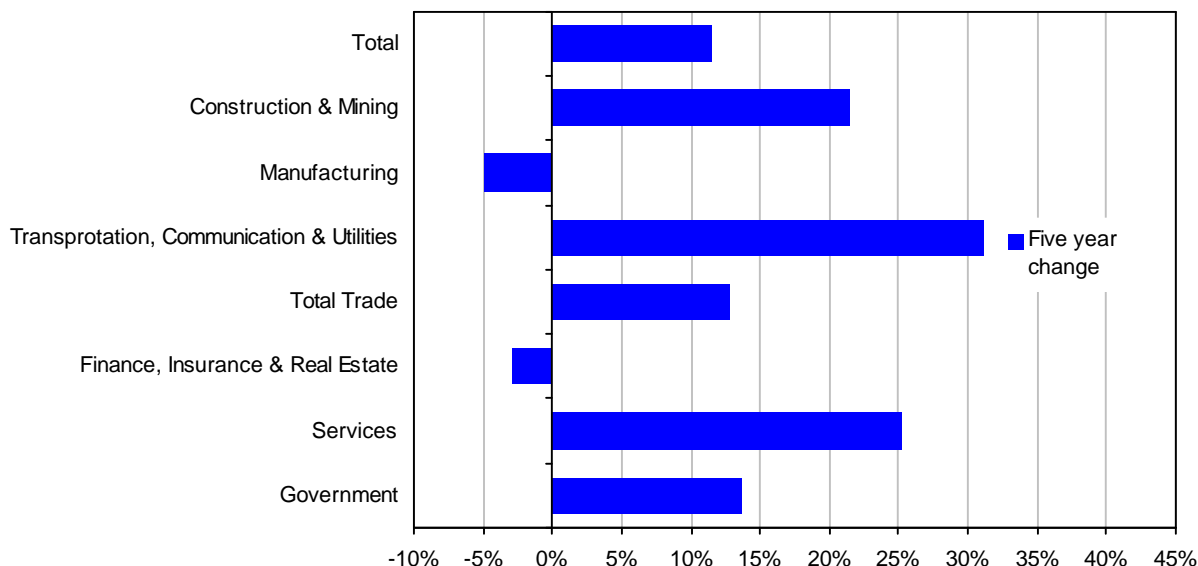


Outagamie County workers are very mobile. Almost 45 percent of all employed Outagamie County residents work outside of the county. Winnebago County is the destination for two-thirds of the outbound commuters. The majority of those commuting to Winnebago County work in the paper industry in the Neenah/Menasha area. Nearly 3,000 Outagamie County residents commute to jobs in Brown County. Most of these workers go to the Green Bay area, and are usually professional, technical and skilled workers. They commute to jobs in the Green Bay's paper, health care, and insurance industries.

A large part of the commuting between Outagamie and Winnebago Counties is done in the Fox Cities area, which is located partly in Winnebago County and partly in Outagamie County. The 441 expressway and Highway 41 make Fox Cities commuting quite easy, even though rush hour traffic is heavier than ever.

Commuters into Outagamie County come from a 15 county area. They commute from as far away as Marinette County to the north, Portage County to the west, Fond du Lac County to the south, Manitowoc County to the east, and Door County to the northeast. Commuters into the county work in the paper industry, health care, and educational facilities, as well as a host of other service and trade companies. A large part of the nearly 5,000 commuters from Calumet County come from the Calumet County portion of the City of Appleton. This number will increase as expansion on Appleton's east side continues. Nearly 3,000 commute from Waupaca County. That number will increase in the next few years because Waupaca County has become popular for its quality of life ambience. Many who move there maintain jobs in Outagamie County.

Outagamie County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	85,599	88,213	91,466	93,366	93,541	95,405	2.0%	11.5%
Goods Producing	28,347	27,783	29,024	28,687	27,566	28,570	3.6%	0.8%
Construction & Mining	6,174	5,882	6,686	6,656	6,822	7,503	10.0%	21.5%
Manufacturing	22,173	21,901	22,338	22,031	20,743	21,067	1.6%	-5.0%
Durable	7,902	7,498	7,384	7,216	7,431	7,411	-0.3%	-6.2%
Nondurable	14,271	14,403	14,954	14,815	13,312	13,657	2.6%	-4.3%
Service Producing	57,253	60,430	62,442	64,679	65,975	66,835	1.3%	16.7%
Transportation, Communications & Utilities	3,513	4,049	4,119	4,211	4,463	4,856	8.8%	38.2%
Total Trade	21,238	22,392	23,165	23,184	24,029	23,955	-0.3%	12.8%
Wholesale	4,496	4,705	4,767	4,850	4,891	4,966	1.5%	10.4%
Retail	16,742	17,688	18,398	18,334	19,138	18,990	-0.8%	13.4%
Finance, Insurance, and Real Estate	6,413	6,274	6,367	6,715	6,594	6,222	-5.6%	-3.0%
Services & Misc.	18,590	20,042	20,850	22,431	22,563	23,274	3.1%	25.2%
Total Government	7,498	7,673	7,941	8,137	8,326	8,528	2.4%	13.7%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data. Outagamie County has a very large number of residents who commute outside of the county to their jobs; this, combined with self employed workers, is the most significant reason why the labor force in Outagamie County was larger than the number of jobs within the county during 1999.

The largest relative growth was in the transportation, communication, public utility industry. Even a cursory look at the area of the Fox Cities that lies within Outagamie County would make one understand that fact. The Appleton area is growing nearly faster than one can follow the action. The areas west of Highway 41 (Fox River Mall area in the Town of Grand Chute) and the east side (Town of Buchanan) are where the majority of new commercial expansion has been going on for the past few years. Every indication is that this growth will continue for the rest of this century. Housing growth continues to be strong north and east of the city of Appleton. It is becoming hard to tell the difference between Appleton and the Fox Cities to the east, and it won't be too many years before the area appears to look like one city from Appleton to Kaukauna. which also explains the rapid growth, 21.5 percent, in construction industry employment. Mergers and re-engineering have resulted in job losses in manufacturing industries, mainly in paper production companies.

Outagamie County's Largest Industries and Employers

Top 10 Industry Groups

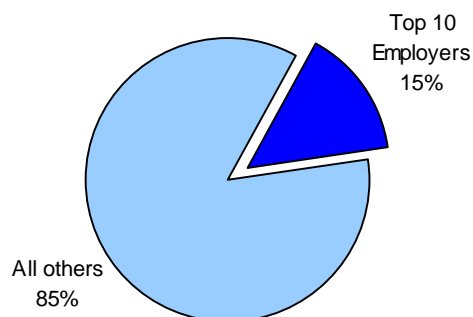
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	29	6,293	238	974
Business Services	214	6,061	59	1757
Paper And Allied Products	26	5,832	-1	-90
Health Services	212	5,786	25	-105
Eating And Drinking Places	250	5,559	-359	-116
Special Trade Contractors	376	5,378	758	2061
Food And Kindred Products	27	4,892	357	1283
Industrial Machinery And Equipment	72	4,113	-62	101
Wholesale Trade-Durable Goods	227	3,490	155	487
General Merchandise Stores	16	2,742	209	268

Top 10 Employers

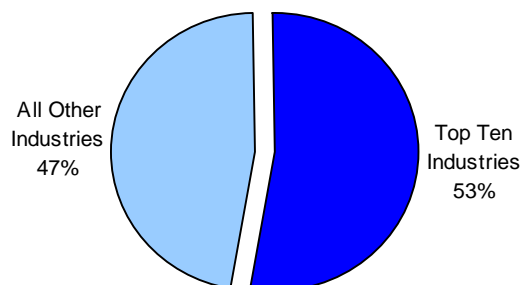
Company	Product or Service	Size
Appleton Area School Dist	Public School System	1000+
Aid Assn For Lutherans	Insurance Services	1000+
Thedacare Inc	Health Care Services	1000+
Sara Lee Corp	Meat Processing	1000+
Appleton Papers Inc	Coated Paper Production	500-999
Anchor Food Products Inc	Frozen Food Products	500-999
Miller Electric Mfg Co	Welding Machine Manufacturing	500-999
Fox Valley Technical College	Education Services	500-999
St Elizabeth Hospital, Inc	Health Care Services	250-499
County Of Outagamie	County Government Services	250-499

Source: WIDWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LM I benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



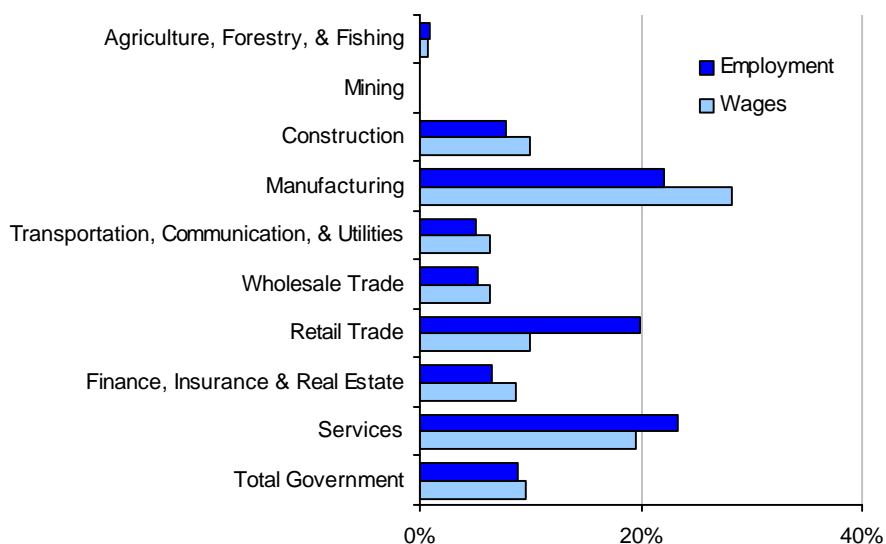
There were 4,451 employers in Outagamie County at the end of 1999. The top ten private sector employers employ 15 percent of all workers working in the County. Four of the ten largest employers are in the manufacturing sector. However, only three of the ten largest industries groups are in manufacturing.

Educational services (schools) represent the largest industry employment in Outagamie County. Business Services is the largest private industrial sector in the county. Business services include services such as personnel services (the temporary help agencies), and a host of consulting services in the areas of accounting and auditing, legal services, engineering, and training services.

Outagamie County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$29,484	\$29,609	99.6%	4.6%	17.2%	91,886
Agriculture, Forestry, & Fishing	\$22,839	\$21,499	106.2%	5.0%	28.4%	846
Mining	*	\$39,968	*	*	*	*
Construction	\$37,748	\$36,772	102.7%	2.5%	20.3%	7,200
Manufacturing	\$37,873	\$37,773	100.3%	2.9%	14.0%	20,215
Transportation, Communications, & Utilities	\$36,953	\$34,523	107.0%	1.9%	18.5%	4,660
Wholesale Trade	\$35,873	\$38,048	94.3%	1.5%	18.5%	4,765
Retail Trade	\$14,823	\$15,066	98.4%	7.6%	19.1%	18,222
Finance, Insurance, & Real estate	\$39,435	\$37,911	104.0%	6.0%	30.0%	5,970
Services	\$24,699	\$26,041	94.8%	7.4%	24.6%	21,487
Total Government	\$31,648	\$32,017	98.8%	2.8%	15.7%	8,183

Total Employment and Wage Distribution by Industry Division



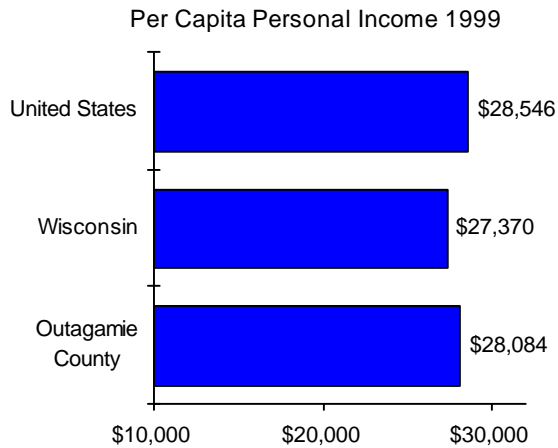
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The greatest differential in average wages between Outagamie County and statewide levels in 1999 was in wholesale trade (94.3 percent of the state average). Close to wholesales in our area was the lower than state average wages in service industries (94.8 percent of state average wages). Outagamie County's annual average wages in both these sectors are lower than the state average simply because of the numerous larger wholesale and service companies in areas such as Milwaukee and Madison. Service industries account for the largest number of workers in any industrial sector in Outagamie County and they pay 18.3 percent of all wages paid in the County.

In service industries, Outagamie County has a lot of business services employing lower wage workers, such as custodial and unskilled temporary, or leased, hourly workers. Clerical workers are also a large part of the service sector locally. Statewide, there are more professional workers in health care, law practices, and higher education, all of which are dominated by higher pay levels.

Manufacturing industries in the county pay an annual average wage of \$37,873 (100.3 percent of the state average for manufacturing wages). This is due to the large number of jobs in the paper industry, as well as the large number of skilled workers in machine and equipment manufacturing industries.

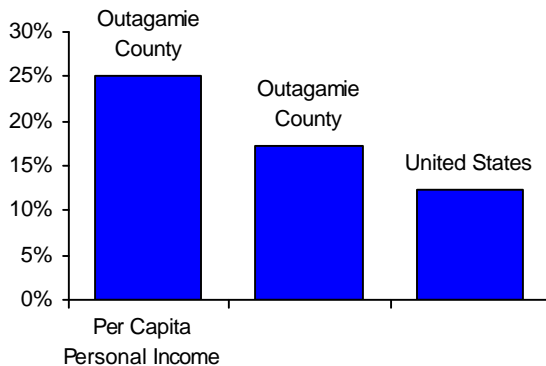
Outagamie County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Outagamie County's per capita income ranked 9th highest of Wisconsin's 72 counties during 1999.

Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Outagamie County per capita income has increased by 25.2 percent and wages earned in Outagamie County have increased by 17.2 percent. A potential reason for the larger increase in per capita income than in wages may result from a very good financial market with good returns on investments. The market in recent years has encouraged investments, and judging by the amount of growth in the county, there is a lot of confidence relating to investments for commercial and industrial growth.



Per Capita Personal Income

	1994	1995	1996	1997	1998	1999	Percent Change	
							1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Outagamie County	\$22,438	\$23,280	\$24,458	\$25,287	\$26,307	\$28,084	6.8%	25.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 18.29	\$ 16.58
Bartender	\$ 7.44	\$ 7.59
Cashier	\$ 7.47	\$ 7.16
Construction Laborer	\$ 12.60	\$ 12.71
Cook, Restaurant	\$ 8.36	\$ 8.11
Customer Service Representative	\$ 14.02	\$ 13.43
Human Resource Manager	\$ 22.68	\$ 22.85
Janitors & Cleaners	\$ 8.46	\$ 7.94
Mechanical Engineer	\$ 24.56	\$ 23.41
Millwright	\$ 20.34	\$ 19.62
Nursing Aide	\$ 9.52	\$ 9.51
Office Clerk, General	\$ 10.23	\$ 10.10
Receptionist	\$ 8.92	\$ 8.80
Retail Sales Person	\$ 9.04	\$ 7.46
Word Processors & Typists	\$ 10.52	\$ 10.43

Source: DWD, BWI, 1999 OES wage survey Appleton/Oshkosh/Neenah

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers.

The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive. If the median is significantly below the mean, an employer offering mean wages should capture most of the market. Similarly, for workers in that occupation it will be difficult to find the job which pays the mean wage.